

## **Consumer Awareness and Willingness towards Green Kitchen Practices -A Way through Sustainability**

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### **Abstract**

The kitchen is one of the most important rooms in any home. It's often the beating heart of a household, where people eat, socialize, relax, and congregate. With such a vital role, it should come as no surprise that your choices, knowingly or not, can have an environmental impact. More and more people are making efforts to 'go green' at home. By this, we mean making conscious efforts to make their home more eco-friendly. There are many reasons to do so, environment protection save money, and positive impact on health. From recycling to switching to energy -efficient appliances, one can make your kitchen a sustainable place by implementing a few simple changes. Historically, many cultures have located messy, smoky cooking areas away from the main living quarters, usually placing the kitchen in an outbuilding, a basement, or a separate wing cordoned off by a heavy door. In this way, family members have been protected from fumes, greasy vapours, and fire hazards. The technological advances of the recent past have resulted in unprecedented challenges today. The carbon level in the atmosphere took its largest jump, and the issues of climate change, diminishing resources and biodiversity, waste, allergies and stress, and water scarcity have come to light in recent years, increasingly affecting our lives. In this context, present study had been adopted to analyse consumer awareness and willingness to adopt green kitchen practices.

**Keywords:** Green Kitchen, eco-friendly, go green, green kitchen practices and Bio -degradable products

### **Introduction**

A green kitchen, usually referred to as a Design for the Environment (DFE), is a practice that integrates environmental considerations into the product and process

engineering procedures while also considering the entire product life cycle. Specifically, a green kitchen reduces waste that negatively impacts the environment by optimizing resources and imitating the cycles of nature. The kitchen is one of the most important rooms in any home. It's often the beating heart of a household, where people eat, socialize, relax, and congregate. With such a vital role, it should come as no surprise that your choices, knowingly or not, can have an environmental impact. More and more people are making efforts to 'go green' at home. By this, we mean making conscious efforts to make their home more eco-friendly. There are many reasons to do so, environment protection save money, and positive impact on health. From recycling to switching to energy -efficient appliances, one can make your kitchen a sustainable place by implementing a few simple changes.

The technological advances of the recent past have resulted in unprecedented challenges today. The carbon level in the atmosphere took its largest jump, and the issues of climate change, diminishing resources and biodiversity, waste, allergies and stress, and water scarcity have come to light in recent years, increasingly affecting our lives.

In this context, present study had been adopted to analyse consumer awareness and willingness to adopt and promote green kitchen practices.

## **Statement of the Problem**

Household consumers have been the core component in the marketing strategies of all the business establishment. Any product has been easily available and accessible to the consumers when they are ready to purchase it. Consumers have been driven by various factors such as wants, needs, peer pressure, etc., while taking purchase decisions. There has been relatively less importance given to environmental protection when compared to other driving forces to purchase decision. Owing to the drastic changes in the well-being of the earth it is imperative to consider consumption of sustainable products that have very low effect on environmental degradation.

## **Review of Literature**

Nimrod Carpio, Edgar Allan Mendoza, (2017)<sup>14</sup> Food service industry around the world is obviously producing volumes of both food and non-food products, not to mention the usage of water and energy. This industry consumes huge quantities of resources and produces diverse rates of waste. Green practices have been defined as the implementation of environment friendly activities in all areas including the procurement of green food. In this study, the term was used as procurement of locally and organically grown foods as well as the efficient and effective use of resources to reduce waste and recycling

SavitaArya, Vinita Singh, (2018)<sup>16</sup> Food security and nutritional diversity is one of the key areas that a developing country should address. For poor households, vegetables and fruits are often the only sources of micronutrients in the family diet. Establishment of Kitchen Garden in rural areas is easy due to availability of space and farm families are already engaged in agriculture practices. Kitchen gardening is one of the world's most ancient food production practices and is practiced throughout the world. Homestead production of fruits and vegetables provides the households with direct access to important nutrients that may not be readily available or within their economic reach.

Marcel Marloie, (2018) Soil contamination in kitchen gardens of urban areas: the need for comprehensive approaches urban agriculture and green infrastructures have been spreading worldwide in recent years. Besides food production, urban agriculture would contribute to ecosystemic-vices, and human health and well-being, through physical activity, healthy food consumption, stress reduction, and development of social contacts. Methodological framework are needed to link urban green areas, ecosystem and human health issue

## Objectives

- To understand the respondents level of awareness towards Green kitchen practice.
- To identify the willingness of household to adopt green kitchen practices.
- To elucidate the challenges faced by them to adopt green kitchen practices.

## Research Methodology

Research methodology is a process used to collect information and data for the purpose of making decisions. We chose the questionnaire survey method as it facilitates in depth insight into the beliefs of the respondents and is an easy and cost-effective way of obtaining data, which can be readily interpreted to induce results.

### *Sampling Methodology*

The technique used for selecting the sample in non-random or non-probability sampling techniques. Here we use a commonly used sampling technique as It's incredibly prompt, uncomplicated, and economical. Convenient sampling is used for collecting data in this study.

### *Sample Size*

The sample size of the report is **180**.

### *Tool for Analysis*

Major tool used in the analysis process has been Ranking Analysis, Descriptive statistics, Analysis of variance, t- Test and charts for interpreting the data collected.

## Overview of the Study

The green kitchen trend isn't just about incorporating natural and sustainable furniture; it trickles down into the smaller elements such as everyday utensils and cookware, ensuring that these are also durable, sustainable and ethically sourced.

The technological advances of the recent past have resulted in unprecedented challenges today. The carbon level in the atmosphere took its largest jump, and the issues of climate change, diminishing resources and biodiversity, waste, allergies and stress, and water scarcity have come to light in recent years, increasingly affecting our lives.

As a result of such challenges, people have realized the importance of creating an eco-friendly environment. Unique concepts and the related vocabulary have also been emerging to describe concepts related to sustainability and global environmental changes. One such concept is the kitchen eco-system in homes. This concept supports the strategy of developing cutting-edge products that are already within technological reach, offer high energy efficiency, and reduce the impact on the environment thanks to the use of green materials and the reuse and recycling of materials. Maximizing energy-efficiency in particular helps consumers reduce

waste and achieve savings of up to 70 percent on energy bills. Today consumers look for the best possible Energy Star Rating (an international standard for energy-efficient consumer products based on energy efficiency, the prohibition of toxic substances, recycled products and packaging, etc.). Homeowners also consider adding skylights and windows that take advantage of natural sunlight to their kitchens.

## Analysis and Interpretation

In this study for statistical tools were used to find relationships between the demographics as well as a theoretical variable. With the help of the interview schedule, the opinions were collected and analysed.

**Table 1** Awareness towards green kitchen practices of the Respondents

	No. of Respondents	Per cent
High	17	9.4
Moderate	130	<b>72.2</b>
Low	33	18.3
Total	180	100.0

**Source:** Primary Data

From the above table 1, it has been inferred that, 72.2 per cent of the respondents have Moderate level of awareness towards green kitchen practices, 18.3 per cent of the respondents have low level of awareness, and 9.4 per cent of the respondents have been found to have high awareness on it. Hence, most of the respondents have moderate level of awareness towards green kitchen practices.

**Table 2** Source of awareness on green kitchen practices of the Respondents

	No. of Respondents	Per cent
Seminars/ conference	29	16.1
Advertisements	52	<b>28.9</b>
Peer groups	23	12.8
Family members	26	14.4
social media	50	27.8
Total	180	100.0

**Source:** Primary Data

From the above table 2, it is inferred that out of the total respondents, 28.9 per cent of the respondents have been aware about green kitchen practices through advertisements, 27.8 per cent of their source of awareness has been social media, 16.1 per cent of the respondents have been aware through Seminars/ conference, 14.4 per cent of the respondents found out through Family members and 12.8 per cent of the respondents have found out through Peer groups. Hence, most of the respondents have been aware on green kitchen practices through Advertisements.

**Table 3** Willing to adopt green kitchen practices

	No. of Respondents	Per cent
Yes	144	<b>80.0</b>
No	36	20.0
Total	180	100.0

**Source:** Primary Data

From the above table 3, it can be inferred that out of the total respondents, 80.0 per cent of the respondents are willing to adopt green kitchen practices and 20.0 per cent of the respondents are not willing to adopt green kitchen practices. Hence, it is found that majority of the respondents are willing to adopt green kitchen practices.

**Table 4** *Expected time to modify existing kitchen into a green kitchen*

	No. of Respondents	Per cent
Immediately	18	10.0
In few Months	72	40.0
In a year	33	18.3
Few years	45	25.0
Not possible	12	6.7
<b>Total</b>	<b>180</b>	<b>100.0</b>

**Source:** Primary Data

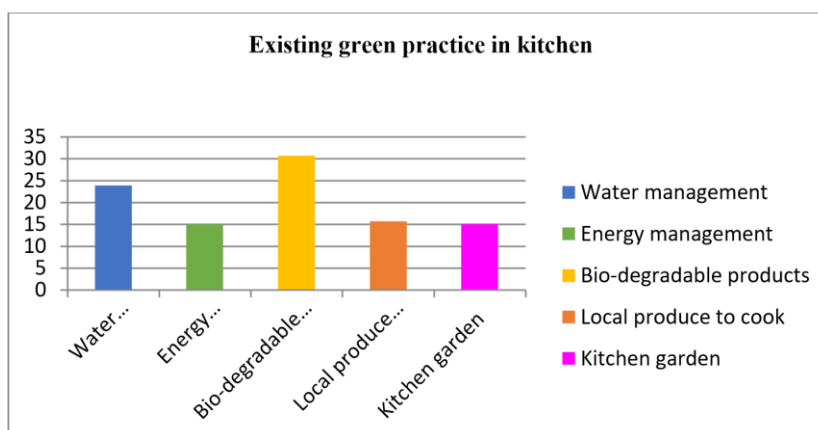
From the above table 4, it has been inferred that out of the total respondents, 40.0 of the respondents are willing to modify in few months, 25.0 per cent of the respondents are willing to modify in few years, 18.3 per cent of the respondents in a year, 10.0 per cent of the respondents will modify Immediately and 6.7 per cent of the people chose not possible. Hence, it is found that 40.0 per cent of the respondents have been willing to modify their existing kitchen into a green kitchen in few months.

**Table 5** *Existing green practice in kitchen*

	No. of Respondents	Per cent
Water management	43	23.9
Energy management	27	15.0
Bio-degradable products	55	<b>30.6</b>
Local produce to cook	28	15.6
Kitchen garden	27	15.0
<b>Total</b>	<b>180</b>	<b>100.0</b>

**Source:** Primary Data

From the above table 5, it has been inferred that out of the total respondents, 30.6 per cent of the respondents have tried to use Bio-degradable products, 23.9 per cent of the respondents have tried water management, 15.6 per cent of the respondents have tried to purchase local produce to cook, 15.0 per cent of the respondents have tried energy management and kitchen garden. Hence, it shows that most of the people have tried biodegradable products.



**Chart 5** *The above chart depicts the Existing green practice in kitchen of the Respondents.*

**Table 6** *Willingness to adopt Green Kitchen Practices*

	N	Minimum	Maximum	Mean	Std. Deviation
Recycling and Composting (Waste Management)	180	1	5	3.98	.945
Practice eco-friendly clean up	180	1	4	2.94	.749
Invest in Energy Star Appliances	180	1	5	3.64	1.066
Use LED lightning	180	1	5	3.82	1.063
Use Reusable Kitchen towels	180	1	5	3.71	1.165
Use Glass storage containers	180	1	6	3.88	1.306
Use Energy efficient stove	180	1	6	4.41	1.475
Practice Energy efficiency cooking technique	180	1	6	4.33	1.449
Valid N (list wise)	180				

**Source:** *Computed*

From the table 6 five point rating from 1 to 5 where 1 for Very low, 2 for low, 3 for moderate, 4 for high and 5 for very high has been constructed to find out the willingness to adopt sustainable green kitchen practices by the respondents. From the mean ratings computed based upon the response of the respondents it is evident that most of them have very much agreed on, Use energy efficient stove (mean 4.41). Respondents have agreed that peers take interest in Practice energy efficient cooking techniques (mean 4.33), Recycling and composting (waste management) (mean 3.98), Use glass storage containers (mean 3.88), Use LED Lightning (mean 3.82), Use reusable kitchen towels (3.71), Invest in energy star appliances (mean 3.64), Practice eco-friendly clean up (2.94).

Therefore, based on the high mean rating it has been concluded that, most of the respondents have been willing to adopt Use energy efficient stove.

#### ***Analysis of Variance (ANOVA)***

H<sub>0</sub>: There has been no significant difference in the willingness scores about adoption of green kitchen practices given by the respondents classified based upon the personal and study variables namely, age, educational qualification, occupation, number of members in the family, monthly family income, level of awareness towards green kitchen practices, awareness towards effect of climate changes, source of information about climate changes and anticipated period to modify kitchen.

The null hypothesis has been tested for each variable separately and is presented in the table 1.

**Table 7** Personal Factors and Study Factors Vs. Consumer willingness to adopt green kitchen practices

		Consumer willingness to adopt green kitchen practices			F	Table Value	Sig.
		N	Mean	S.D.			
Age	20 – 30 Years	145	3.9060	.80735	2.658	3.09	NS
	31 – 40 Years	24	3.5781	.71172			
	41 – 50 Years	11	3.5227	.84930			
	Above 50 Years	180	3.8389	.80539			
Educational Qualification	School Level	27	3.7778	.86278	2.829	2.46	S*
	Under Graduation	120	3.9219	.76027			
	Post Graduation	21	3.8512	.84559			
	Professional	6	3.1042	.87827			
	No Formal Education	6	3.1458	.74337			
Occupation	Business	11	3.2614	.71688	2.435	2.46	NS
	Private Employee	30	3.8542	.82530			
	Home Maker	13	3.5288	.72736			
	Government Employee	5	4.2000	.76342			
	Student	121	3.9060	.79799			
Family Members	2 Members	8	3.3438	1.04742	1.174	2.70	NS
	3 Members	36	3.7917	.70900			
	4 Members	95	3.8789	.81652			
	More than 4 Members	41	3.8841	.80447			
	Less than Rs.25,000	51	3.7132	.86901			
Monthly Family Income	Rs.25,000 to Rs.35,000	49	3.9388	.64354	1.121	2.70	NS
	Rs.35,001 to Rs.50,000	35	3.9750	.81845			
	Above Rs.50,000	45	3.7667	.87281			
Level of awareness towards	High	17	3.6397	.89583	4.725	3.09	S*
	Moderate	130	3.7702	.80240			

green kitchen practices	Low	33	4.2121	.66913			
	Increase in greenhouse gas concentration	30	4.2333	.73236			
	Loss of sea ice	22	3.7670	.60540			
	Accelerated sea level rise	24	3.7240	.66142			
Effect of climate changes	More intense in heat waves	25	3.8050	.75440	1.857	2.10	NS
	Drought	9	3.5833	.97828			
	Rise in temperature	30	3.5750	.90651			
	Reduction in ground water level	13	3.9712	.71106			
	Pollution	27	3.9074	.94919			
	Seminars/conference	29	4.0560	.74221			
Source of awareness	Advertisements	52	3.7091	.77717			
	Peer groups	23	3.5652	.75554	1.897	2.46	NS
	Family members	26	3.8462	.90368			
	social media	50	3.9700	.80913			
	Immediately	18	4.1319	.85585			
	In few Months	72	3.7639	.80916			
	In a year	33	3.5568	.61563			
	Few years	45	4.1528	.77693			
How long will take	Not possible	12	3.4479	.83336			
Modify your existing kitchen into a green kitchen	Energy management	27	3.8333	.68377	4.507	3.51	S**
	Bio-degradable products	55	3.7909	.85630			
	Local produce to cook	28	4.0089	.81998			
	Kitchen garden	27	3.8935	.78270			
	Total	180	3.8389	.80539			

**Source:** Computed NS – Not Significant S\* - Significant at 5% level S\*\* - Significant at 1% level



The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are in the age group of 20 - 30 years (mean 3.90). A low willingness score has been found for the respondents in the age group of 41 – 50 years (mean 3.52). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their age, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are in under graduation (mean 3.92). A low willingness score has been found for the respondents in professional (mean 3.10). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their Educational Qualification, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are in Government Employee (mean 4.20). A low willingness score has been found for the respondents in Business (mean 3.26). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their Occupation, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are in More than 4 Members (mean 3.81). A low willingness score has been found for the respondents in 2 Members (mean 3.34). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on Family Members, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who have monthly family income of Rs.35,001 to Rs.50,000 (mean 3.97). A low willingness score has been found for the respondents whose monthly family income has been less than Rs.25,000 (mean 3.34). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on Monthly Family Income, thereby, the null hypothesis has been accepted.

The willingness Score given by the respondents who have low level of awareness towards green kitchen practices has been found to be high (mean 4.21). A low willingness score has been found for the respondents who have high level of awareness (mean 3.63). With the F-ratio value it is clear that there is significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their Level of Awareness, thereby, the null hypothesis has been rejected at 5 per cent level of significance.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are aware of reduction in ground water level (mean 3.97). A low willingness score has been found for the respondents who are aware of rise in temperature (mean 3.57). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their Awareness about Effect of climate changes, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents whose source of awareness is Seminars/ conference (mean 4.05). A low willingness score has been found for the respondents whose source of awareness is Peer groups (mean 3.56). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on their Source of awareness, thereby, the null hypothesis has been accepted.

The willingness Score on consumers' willingness to adopt green kitchen practices has been found to be high for the respondents who are ready to adopt green kitchen practices in few years (mean 4.15). A low willingness score has been found for the respondents who have opined that it is not possible for them to adopt green kitchen (mean 3.44). With the F-ratio value it is clear that there is no significant difference in the willingness scores about respondents' willingness to adopt green kitchen practices given by the respondents classified based on the expected time to modify existing kitchen into green kitchen, thereby, the null hypothesis has been rejected at 1 per cent level of significance.

It has been found from the result of ANOVA that the mean scores about respondents' willingness to adopt green kitchen practices has varied significantly when the respondents have been classified based on awareness towards green kitchen practices and expected time to modify existing kitchen into green kitchen.

***t-Test***

H<sub>0</sub>: There has been no significant difference in the willingness scores about adoption of green kitchen practices given by the respondents classified based upon the personal and study variables namely, gender and adoption of green kitchen practices.

**Table 8**

		Consumer willingness towards green kitchen practices			T	Table Value	Sig.
		Number of Respondents	Mean	S.D.			
Gender	Male	79	3.9256	.80451	1.280	1.645	NS
	Female	101	3.7710	.80352			
Adopting green kitchen practices	Yes	144	3.9002	.79093	2.060	1.645	S*
	No	36	3.5938	.82720			

**Source:** Computed NS – Not Significant S\* - Significant at 5% level

The willingness Score about consumer willingness to adopt green kitchen practices has been found to be high for the respondents who are male (mean 3.92). A low willingness score has been found for female respondents (mean 3.77). With the t value it is clear that there is no significant difference in the willingness scores about green kitchen practices adoption given by the respondents classified based on their gender, thereby, the null hypothesis has been accepted.

The willingness Score about consumer willingness to adopt green kitchen practices has been found to be high for the respondents who are ready adopt green kitchen practices (mean 3.90). A low willingness score has been found for those who are not willing to adopt green kitchen practices (mean 3.59). With the t value it is clear that there is no significant difference

in the willingness scores about green kitchen practices adoption given by the respondents classified based on their willingness to adopt green kitchen practices, thereby, the null hypothesis has been rejected at 5 per cent level of significance.

It has been found from the result of t-Test that the mean scores about respondents' willingness to adopt green kitchen practices has varied significantly when the respondents have been classified based on willingness to adopt green kitchen practices.

## **Findings**

### ***Level of Awareness about Green Kitchen Practices***

To understand the respondents' level of awareness towards green kitchen practices, respondents' opinion on their level of awareness about green kitchen practices, awareness about effect of climate changes and source of awareness has been obtained, analysed.

- 72.2per cent of respondents are Moderated in Awareness of effect of climate changes as Increase.
- 16.7per cent of respondents are Increase in greenhouse gas concentration.
- 28.9per cent of respondents are Advertisements in Source of awareness on green kitchen practices.

### ***Willingness to adopt Green Kitchen Practices***

To identify the willingness of households to adopt green kitchen practices, the variables namely, whether the respondents have been willing to adopt green kitchen, expected time to modify existing kitchen, already tried to implement such practices at home and the extent to which they are willing to adopt green kitchen practices have been analysed.

- 80.0per cent of respondents are Yes in willing to adopt green kitchen practices.
- 40.0per cent of respondents are In few Months in Expected time to modify existing kitchen into green kitchen.
- 30.6per cent of respondents are Bio-degradable products in Existing green practices.

## **ANOVA**

- Personal Factors and Study Factors Vs. Consumer willingness to adopt green kitchen practices
- ANOVA has been used to examine whether there has been significant variation between respondents' 'Personal Variables and study variables' and the 'Consumer willingness to adopt green kitchen practices'. Willingness score to know the extent to which consumers are willing to adopt green kitchen practices has been found by adding the ratings given by them. Higher the score more is the willing to adopt. The mean scores have been compared with the personal factors, to know the level of variance in the willingness to adopt green kitchen practices of the respondents classified under different categories.
- $H_0$ : There has been no significant difference in the willingness scores about adoption of green kitchen practices given by the respondents classified based upon the personal and study variables namely, age, educational qualification, occupation, number of members in the family, monthly family income, level of awareness towards green kitchen practices, awareness towards effect of climate changes, source of information about climate changes and anticipated period to modify kitchen

<b>Personal and Study Factors</b>	<b>Significance</b>
Age	Not Significant
Educational Qualification	Significant at 5% level
Occupation	Not Significant
Family Members	Not Significant
Monthly Family Income	Not Significant
Level of awareness towards green kitchen practices	Significant at 5% level
Effect of climate changes	Not Significant
Source of awareness	Not Significant
Time taken to modify your existing kitchen into a green kitchen	Significant at 1% level

**Source:** *Computed*

It has been found from the result of ANOVA that the mean scores about respondents' willingness to adopt green kitchen practices has varied significantly when the respondents have been classified based on awareness towards green kitchen practices and expected time to modify existing kitchen into green kitchen.

#### ***t-Test***

t-Test has been used to examine whether there has been significant variation between respondents' 'Personal Variable and study variable' and the 'Consumer willingness to adopt green kitchen practices'. Willingness score to know the extent to which consumers are willing to adopt green kitchen practices has been found by adding the ratings given by them. Higher the score more is the willing to adopt. The mean scores have been compared with the personal factors, to know the level of variance in the willingness to adopt green kitchen practices of the respondents classified under different categories.

H<sub>0</sub>: There has been no significant difference in the willingness scores about adoption of green kitchen practices given by the respondents classified based upon the personal and study variables namely, gender and adoption of green kitchen practices.

<b>Personal and Study Factors</b>	<b>Significance</b>
Gender	Not Significant
Adopting green kitchen practices	Significant at 5% level

**Source:** *Computed*

It has been found from the result of t-Test that the mean scores about respondents' willingness to adopt green kitchen practices has varied significantly when the respondents have been classified based on willingness to adopt green kitchen practices.

### **Suggestions**

- Government may open special outlets to sell eco-friendly products at low cost so that more number of them will convert their kitchens green.
- Awareness programmes may be carried out to create awareness on green kitchen
- Importance of Sustainable Development Goals need to be shared with citizens
- Consumers should overcome traditional attachments and adopt green kitchen practices

## Conclusion

The purpose of the study is to analyse consumer willingness and awareness towards green kitchen practice. The study was undertaken with a specific aim of studying and analysing effectiveness of green kitchen practices. According to the research on green kitchen practices of consumer who is about go green and thinking of sustainable development, they are very much aware of climatic changes and are also willing to take initiatives to modify their kitchens. In general, they face hindrance with respect to price of the product, nonavailability, traditional practices, etc., in the process of modifying their existing kitchens. Hence, both government and households should look for ways in which this implementation can be executed for the benefit of this planet.

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